WHAT IS CLAIMED IS:

1. A fundus camera comprising:

(a) an observation optical system having an objective lens and a photographing element for photographing a fundus of an eye to be examined via the objective lens, the fundus being illuminated with illumination light for observation;

(b) a monitor on which an image of the photographed fundus is displayed;

(c) a fixation-target presenting optical system for presenting a fixation target via the objective lens so that the fixation target is visually identified by the eye;

(d) a fixation-target moving unit by which a position to present the fixation target is shifted to a desired position;

(e) a first display-control unit by which the position of the fixation target to be shifted is superposed on the fundus image to be displayed on the monitor; and

(f) a second display-control unit by which a guide target for moving the fixation target is displayed in a predetermined position on the monitor.

2. The fundus camera according to claim 1, wherein the second display-control unit displays the guide target graphically in a plurality of predetermined positions ~~on the monitor~~

3. The fundus camera according to claim 2, wherein

the second display-control unit varies a display form of the guide target in accordance with a predetermined sequence, the guide target being displayed in the predetermined positions.

4. The fundus camera according to claim 2, further comprising a sensor which detects that the fixation target has been moved to each predetermined position,

wherein the second display-control unit varies a display form of the guide target based on a result detected by the sensor.

5. The fundus camera according to claim 2, wherein the second display-control unit varies a display form of the guide target in response to input of a trigger signal for photographing or a photographing-completion signal.

6. The fundus camera according to claim 1, wherein

(a) the fixation-target presenting optical system has a point light source, and

(b) the fixation-target moving unit includes a light-source moving unit which moves the point light source.

7. The fundus camera according to claim 1, wherein

(a) the fixation-target presenting optical system comprises a liquid crystal display with a light source behind, and

(b) the fixation-target moving unit includes a screen-control unit which shifts a position of a

light-transmitting portion on the liquid crystal display.

8. The fundus camera according to claim 1, further comprising a mode-selecting unit which determines whether the guide target should be displayed on the monitor or not.

9. The fundus camera comprising:

(a) an observation optical system having an objective lens and a photographing element for photographing a fundus of an eye to be examined via the objective lens, the fundus being illuminated with illumination light for observation;

(b) a monitor on which an image of the photographed fundus is displayed;

(c) a fixation-target presenting optical system for presenting a fixation target via the objective lens so that the fixation target is visually identified by the eye;

(d) a fixation-target moving unit by which a position to present the fixation target is shifted to an intended position;

(e) a first display-control unit by which the position of the fixation target to be shifted is superposed on the fundus image to be displayed on the monitor;

(f) a second display-control unit having a program by which at least one of plural patterns of guide targets for moving the fixation target is displayed in a predetermined position on the monitor; and

(g) a specifying unit which specifies at least one of the plural patterns of the guide targets.

10. The fundus camera according to claim 9, wherein the program varies a display form of the guide target in accordance with a predetermined sequence, the guide target being displayed in a plurality of predetermined positions.

11. The fundus camera according to claim 9, further comprising a sensor which detects that the fixation target has been moved to each predetermined position, and

wherein the program varies a display form of the guide target based on a result detected by the sensor.

12. The fundus camera according to claim 9, wherein the second display-control unit varies a display form of the guide target in response to input of a trigger signal for photographing or a photographing-completion signal.